

## 60-Second PSA Video Guidelines

Public Service Announcements (PSAs) are short videos that make a point clearly and quickly.

### Watch PSAs

Get familiar with the elements of a public service announcement. Watch a few PSAs on [The Ad Council](#) PSA Gallery. Analyze the PSAs by asking the following questions: what is the message and does it persuade you? How did the producers use words and pictures to get the message across?

### Brainstorm Ideas

Focus the theme of your PSA by defining your audience and the purpose of the PSA -- what do you want viewers to learn/do? What is your “hook” that will engage the viewers? Come up with a strategy to grab the viewer’s attention early and hold it for 60 seconds.

### Research the Focused Topic

Develop a single message that you want to get across to the viewer. Make sure your facts are accurate.

### Write the Script

You only have 60 seconds and about 120 words to persuade the viewer, so make sure your script is clearly written and vivid. Be sure to include a “call to action,” which can be a behavior such as checking your skin for ticks or calling a specific phone number for more information. You can use this worksheet to help with structure: [www.readwritethink.org/files/resources/script\\_outline.pdf](http://www.readwritethink.org/files/resources/script_outline.pdf)

### Create a Storyboard

A storyboard is a visual representation of what each scene will look like and the narrations to go with each scene. Create a new frame every time the camera angle or background changes.

### Film the PSA

Use a video camera (if you don’t have one you may be able to borrow from your school’s tech-education department) to capture the scenes that you outlined in your storyboard.

### Edit the PSA

You can use video editing software to fine-tune the PSA by adding text, music and narration.

### References

[www.readwritethink.org/classroom-resources/lesson-plans/mytube-changing-world-with-1069.html](http://www.readwritethink.org/classroom-resources/lesson-plans/mytube-changing-world-with-1069.html)  
[www.adcouncil.org](http://www.adcouncil.org)

